

In the Specification:

Kindly amend Page 11, Paragraph 38 as follows:

Bottom surface 214 of backing layer 212 is permanently adhered to the top surface 218 of four-way stretchable material layer 220. The permanent adhesive 216 attaching bottom surface 214 of backing layer 212 to top surface 218 of four-way stretchable material layer 220 can be any permanent adhesive known in the art which will permanently bond the surfaces, an example of which is FLEXCON® V-402.

In the Claims:

Kindly cancel Claims 2 and 13.

Please amend the claims as indicated.

1. (Currently Amended) A folding advertising ~~surface for affixing to a railing, grab bar, or pole having an outer surface, the folding advertising surfacesystem~~ for presenting a visual image on a railing, the system comprising:

a railing having an outer surface, said outer surface of said railing having a circumference;

a body having a first side and a second side opposite said first side, said first side having printed indicia forming a visual image, wherein said body further comprises a first edge, a second edge opposite said first edge, a distance between said first edge and said second edge, and a width defined by said distance between said first edge and said second edge, said width substantially equal to said circumference of said outer surface of said railing so that said first edge and said second edge may abut, but not overlap; and

a releasable adhesive disposed on said second side of said body, said releasable adhesive configured to adhere to the outer surface of said railing.

2. (Canceled) The folding advertising surface of Claim 1, wherein said body comprises a distance between said first side and said second side, said distance being variable.

3. (Original) The folding advertising surface of Claim 1, wherein said body comprises a material selected from a group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, polyester, woven fabric, urethane, rubber, paper and foil.

4. (Original) The folding advertising surface of Claim 1, wherein said printed indicia is applied to said first side of said body by sublimation printing.

5. (Original) The folding advertising surface of Claim 1, wherein said printed indicia is applied to said first side of said body by a heat pressure transfer process.

6. (Original) The folding advertising surface of Claim 1, wherein said printed indicia is applied to said first side of said body by wet ink printing.

7. (Original) The folding advertising surface of Claim 1, wherein said printed indicia is applied to said first side of said body by a digital graphics process.

8. (Original) The folding advertising surface of Claim 1, wherein said printed indicia comprises a material selected from the group consisting of conventional

inks, luminescent inks, reflective materials, puff inks, plastisol inks, ultraviolet inhibitors and preprinted graphics.

9. (Withdrawn) The folding advertising surface of Claim 1, further comprising:

a backing layer adhered between said body and said releasable adhesive.

10. (Original) The folding advertising surface of Claim 1, further comprising:

a stretchable material adhered between said body and said releasable adhesive.

11. (Original) The folding advertising surface of Claim 1, wherein the folding advertising surface substantially covers the outer surface.

12. (Currently Amended) An advertising system for presenting a visual image on a ~~railing, grab bar, or pole~~ the system comprising:

a grab bar having an outer surface, said outer surface having a circumference; and

a body having a first side and a second side opposite said first side, said first side of said body having printed indicia forming the visual image, said second side releasably adhered to the outer surface of said grab bar by a releasable adhesive disposed on said second side of said body,

wherein said body further comprises a first edge, a second edge opposite said first edge, a distance between said first edge and said second edge, and a width

defined by said distance between said first edge and said second edge, said width substantially equal to said circumference of said outer surface of said grab bar so that said first edge and said second edge may abut, but not overlap.

13. (Canceled) The system of Claim 12, wherein said body comprises a distance between said first side and said second side, said distance being variable.

14. (Original) The system of Claim 12, wherein said body comprises a material selected from a group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, polyester, woven fabric, urethane, rubber, paper, and foil.

15. (Currently Amended) The system of Claim ~~12~~10, wherein said stretchable material is polyester.

16. (Original) The system of Claim 12, wherein said printed indicia is applied to said first side of said body by sublimation printing.

17. (Original) The system of Claim 12, wherein said printed indicia is applied to said first side of said body by a heat pressure transfer process.

18. (Original) The system of Claim 12, wherein said printed indicia is applied to said first side of said body by wet ink printing.

19. (Original) The system of Claim 12, wherein said printed indicia is applied to said first side of said body by a digital graphics process.

20. (Original) The system of Claim 12, wherein said printed indicia comprises a material selected from the group consisting of conventional inks, luminescent inks, reflective materials, puff inks, plastisol inks, ultraviolet inhibitors and preprinted graphics.

21. (Withdrawn) The system of Claim 12, further comprising:  
a backing layer adhered between said body and said releasable adhesive.

22. (Original) The system of Claim 12, further comprising:  
a stretchable material adhered between said body and said releasable adhesive.

23. (Original) The system of Claim 12, wherein the folding advertising surface substantially covers the outer surface.

24. (Withdrawn) A method of applying a folding advertising surface on a railing, grab bar, or pole having an outer surface, the method comprising:

providing the folding advertising surface, the folding advertising surface comprising a body having a first side and a second side opposite said first side, said body having a first set of alignment targets disposed on said first side, and a releasable adhesive disposed on said second side of said body, said releasable adhesive configured to adhere to the outer surface;

disposing a second set of alignment targets on the outer surface;

aligning said first set of said alignment targets with said second set of said alignment targets;

disposing the folding advertising surface on the outer surface; and  
folding the folding advertising surface around the outer surface.

25. (Withdrawn) The method of Claim 24, wherein the folding advertising surface substantially covers the outer surface.

26. (Currently Amended) ~~A method of applying a folding advertising surfacesystem for presenting a visual image on a railing, grab bar, or pole, the methodsystem comprising:~~

~~a pole having an outer surface, said outer surface having a circumference;~~

~~applying the folding advertising surface to said outer surface of said railing, the folding advertising surface comprising a body having a first side and a second side opposite said first side and a releasable adhesive disposed on said second side of said body, said releasable adhesive configured to adhere to the outer surface of said railing; and~~

~~folding the folding advertising surface around the outer surface of said railing~~

a body having a first side and a second side opposite said first side, wherein said body further comprises a first edge, a second edge opposite said first edge, a distance between said first edge and said second edge, and a width defined by said distance between said first edge and said second edge, said width substantially equal to said circumference of said outer surface of said pole so that said first edge and

said second edge may abut, but not overlap, said first side having printed indicia forming a visual image; and

a releasable adhesive disposed on said second side of said body, said releasable adhesive adhered to the outer surface of said pole.

27. (Currently Amended) The ~~method~~system of Claim 26, wherein the folding advertising surface substantially covers the outer surface of said pole.